

DIGITAL TRANSITION PSA SCHEDULE – 1ST QUARTER

WMSN broadcast 2 separate PSA's during 1st quarter 2008. One was a :30 PSA obtained from the NAB entitled "Future Is Here". This PSA aired 34 separate times in 1st quarter 2008. The Video Script is as follows: "The future is here. Right here in this box...because this box has the power. Tthe power to convert your non-digital TV into DTV – digital television and now this big discount coupon makes the dtv converter box affordable. Make sure your TV is DTV before February 2009, or all you'll see is – Learn more about the converter box and coupon. call 888-dtv-2009 or go to dtv 2009 dot gov." See attachment #2 for the exact times & dates this spot aired.

The other spot was a :15 PSA obtained from the NAB called "Just A Box- Final". This PSA aired 41 separate times in 1st quarter 2008. The Video Script is as follows: "Don't let your antenna TV become a box. Upgrade it with this digital converter by February 2009...or it will not work. Call this number or visit this website. Don't let your TV become just "a box."" See attachment #2 for the exact times & dates this spot aired.

DIGITAL TRANSITION CRAWLS – 1ST QUARTER 2008

WMSN ran the following crawl 5 times on March 31st, 2008: "Attention: Full Power Analog Broadcasting will end on February 17, 2009 and Analog only television sets may not be able to receive the signal of this station after that date unless viewers take action. Over-the-air viewing on an analog-only TV will require the use of a converter box. Analog TV's should continue to work with cable and satellite providers, VCR's, DVD players and similar products. Visit www.DTV.gov for more information regarding the transition to digital television." Below are the times the crawl aired.

Times of airing were:

3/31/08	11:25 AM
	11:42 AM
	3:00 PM
	6:30 PM
	11:10 PM